

Message Text

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PAGE 01 STOCKH 01507 020957Z

11

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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P R 020920Z APR 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC PRIORITY
INFO SECSTATE WASHDC 4296

UNCLAS STOCKHOLM 1507

FOR ESP/USTS: WPHILLIPS AND BIC/OED:RBPRITCHARD

E.O. 11652: N/A

TAGS: BEXP, BTRA, SW

SUBJECT: FOREIGN BUYERS TO US TRADE SHOW, CONCRETE AND
AGGREGATES, HOUSTON TEX., FEB. 1-5, 1976

1. MR. ROLF LITTORIN, PRESIDENT OF NATIONAL SWEDISH SAND,
GRAVEL & CRUSHED STONE ASSOCIATION (NSSGCSA), AND N.S. READY
MIXED CONCRETE ASSOCIATION (NSRMCA), DROTTNINGGATAN 6,
S-111 51 STOCKHOLM (TEL. 23 14 55) WOULD APPRECIATE ASSISTANCE
BY DOC IN CONNECTION WITH THEIR PLANNING FOR GROUP TRAVEL TO
CONCRETE AND AGGREGATES SHOW, FEB 1-5 1976, HOUSTON, TEX.

2. PRELIMINARY ESTIMATE INDICATES SOME 30-50 SCANDINAVIAN,
MAINLY SWEDISH, TOUR PARTICIPANTS. ANNUAL TURNOVER OF MEMBER
FIRMS OF THE ASSOCIATIONS TOTAL ABOUT SKR ONE BILLION. MR.
LITTORIN, REFERRING TO LETTER, DATED 3/12/75, FROM MR. VINCENT
P. AHEARN JR., NATIONAL SAND AND GRAVEL ASSOCIATION, 900 SPRING
ST., SILVER SPRING, MD 20910, INVITING NSSGCSA AND NSRMCA TO
THE EXHIBITION, WOULD LIKE TO RECEIVE BY AIRMAIL SOONEST SOME
30 SETS OF THE MULTILINGUAL EVENT BROCHURE, THE RETROSPECTIVE
REPORT, AND THE ASTROHALL/ASTRODOME LEAFLET.

3. HE SAYS SOME 30 SCANDINAVIANS VISITED SAME SHOW IN CHICAGO
LAST YEAR. HE INFORMED US EXEC. VICE PRESIDENT WILLIAM L.
CARTER OF CO-SPONSORING NATIONAL CRUSHED STONE ASSOCIATION
HAD BEEN MOST HELPFUL TO GROUP LAST YEAR WHEREAS, HE ADDED
CONFIDENTIALLY, NSGA AND NRMCA HAD DEFINITELY GIVEN HIM THE
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PAGE 02 STOCKH 01507 020957Z

IMPRESSION THOSE ORGANIZATIONS DO NOT APPRECIATE VISITORS FROM

OVERSEAS WHICH, QUOTE, DISTURB THE U.S. INDUSTRY, UNQUOTE.

4. LITTORIN SAID THAT AHEARN'S LETTER STATED THAT CONCRETE
AND AGGREGATES SHOW IS A FOREIGN GROUP BUYER VIP EVENT,
ALTHOUGH ONLY INFORMATION WE HAVE (FROM COMMERCE TODAY) DOES
NOT SO INDICATE. PLEASE CLARIFY.
STRAUSZ-HUPE

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